

**Town of Sunset Beach
Town Council
Called Special Meeting Minutes
April 11, 2016**

MINUTES

Members Present: Mayor Ron Watts, Mayor Pro-Tem Carol Scott, Councilman Lou DeVita, Councilman Peter Larkin, Councilman Mark Benton and Councilman Rich Cerrato

Members absent: None

Attorney & Staff Present: Susan Parker, Town Administrator; Bonnie Schwerd, Finance Director; Lisa Joyner, Police Chief; and Lisa Anglin, Town Clerk

Mayor Watts called the Special Meeting to order and advised that the purpose of the Special Meeting was to discuss a 5-year Vision Plan.

Vision and Mission Statement

The Council discussed their visions and missions for the Town as follows:

- Maintain the small Town charm, appearance and atmosphere,
- Create an environmental forward thinking community,
- Promote a connected community by way of bike lanes, multi-purpose paths, sidewalks and walking trails that promotes physical activities,
- Maintain and provide amenities that the citizens support and desire,
- Pursue economic development for the commercial areas that are necessary for the aging population to be able to continue to live in the community,
- Recruit commercial developers to construct assisted living and nursing home facilities that would also attract retail businesses such as medical supply and equipment businesses and medical professionals,
- Develop marketing, communication and public relation programs to broadcast a positive image of the Town and it's amenities, promote tourism and expand the shoulder season utilizing all audio, visual and social media outlets available,
- Attract events to encourage foot traffic for the commercial community,
- Obtain and retain the most efficient, qualified, well trained and compensated staff that is equipped with the tools, technology and equipment necessary to succeed and achieve the goals established by the Town Council.

The audience offered the following suggestions and feedback:

- Strengthen the code enforcement to proactively address some appearance issues on individual lots.
- Address island parking issues and provide mainland owners with island parking.
- Protect the environmental presence of the island.
- Ensure public safety by equipping police and fire personnel with necessary tools.
- Generate revenue sources other than property taxes.
- Establish an Economic Development Committee.

Project List

Mayor Watts provided a listing of the projects that have been discussed by Council over the past three (3) years and led the Council in an exercise to prioritize the list by categories of Infrastructure (I), Economic Issues (E) and Staff (S) as follows:

- I 1 Stormwater Program
- I 2 Update Capital Project Plan including Technology for Staff
- I 3 Finish Park
- I 4 Be Proactive with Environmental Concerns
- I 5 Dredging Program
- I 6 Refine Parking on Island/Mainland for peak season
- I 7 Create Gateway Plan for Sunset Blvd. North and Seaside Road
- I 8 Multi-purpose Path on Sunset Blvd. North
- I 9 Bike Plan Implementation
- I 10 Complete Sidewalk on Main Street
- I 11 Angel Trace Road

- S 1 Improve Communications – Recording Meetings, Surveys, Social Media
- S 2 Continue Operational Efficiency Efforts
- S 3 Training for Staff
- S 4 Salary/Benefits Study
- S 5 Training Path for Citizen Involvement

- E 1 Medical Support (I) Assisted Living
- E 2 Develop Marketing Program to Promote Tourism and Develop/Expand Season
- E 3 Recruit Variety of Businesses
- E 4 See Shopping Centers on Hwy 904 Fully Utilized

Mayor Watts advised that he will prepare a Vision and Mission Statement for Council to consider during the May meeting. The Council was requested to review the Project List for further discussion during the May meeting when considering projects to fund in the 2016/2017 budget and discussions concerning the 5 Year Vision Plan.

COUNCILMAN DEVITA MADE A MOTION TO ADJOURN. COUNCILMAN LARKIN SECONDED THE MOTION. MAYOR WATTS CALLED FOR A VOTE AND THE MOTION CARRIED BY UNANIMOUS VOTE.

Town of Sunset Beach

Ron Watts, Mayor

Submitted by:

Lisa Anglin, Town Clerk